This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claims 1-36 (canceled).

31. (original) A method for releasably securing an item on a vehicle surface without marring or altering the vehicle surface, comprising the steps of:

a) placing a frictional holding pad on the vehicle surface, the frictional holding pad having an upper surface, and a bottom surface frictionally clinging to the vehicle surface without marring or altering the vehicle surface;

b) placing the item on the upper surface of the frictional holding pad, the upper surface of the frictional holding pad frictionally clinging to the item; and

c) removing the item from the upper surface of the frictional holding pad while the frictional holding pad remains on the vehicle surface.

32. (original) A method in accordance with claim 31, further comprising the step of:

operating a vehicle such that the vehicle surface moves, with the item secured to and moving with the vehicle surface by the frictional holding pad.

33. (original) A method in accordance with claim 31, wherein the bottom surface of the frictional holding pad clings to the vehicle surface more than the upper surface of the frictional holding pad clings to the item.

34. (original) A method in accordance with claim 31, wherein the step of placing the frictional holding pad on the vehicle surface further comprises the step of:

bending the frictional holding pad to conform the frictional folding pad to changes in the vehicle surface, the frictional holding pad including a flexible material.

35. (original) A method in accordance with claim 31, further comprising the step of:

removing a backing layer from the bottom surface of the frictional holding pad prior to placing the frictional holding pad on the vehicle surface.

36. (original) A method in accordance with claim 31, wherein the item is selected from the group consisting of a cellular phone, sun glasses, eye glasses, a global positioning system, a two-way radio, a personal digital assistant, a writing instrument, a citizens band radio, a walkie-talkie, a camera, a video camera, a video recorder, a CD player, a DVD player, a portable television, and a portable radio.

37. (previously presented) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

a) a pad having a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;

b) the top having a contoured top surface configured to contact and frictionally cling to the item;

c) the top surface including a plurality of indentations;

d) the bottom having a bottom surface smoother than the top surface and configured to contact and frictionally cling to the vehicle surface.

38. (previously presented) A device in accordance with claim 37, wherein the contoured top surface has an uppermost surface area less than a surface area of the bottom surface.

39. (previously presented) A device in accordance with claim 37, wherein the pad is bendable and includes a flexible material configured to conform the pad to changes in the vehicle surface.

40. (previously presented) A device in accordance with claim 37, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

41. (previously presented) A device in accordance with claim 37, further comprising:

indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

42. (previously presented) A device in accordance with claim 37, wherein the top surface includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

43. (previously presented) A device in accordance with claim 37, wherein the pad includes an expanded vinyl material.

44. (previously presented) A device in accordance with claim 37, wherein the pad includes a polyurethane material.

45. (previously presented) A device in accordance with claim 37, wherein at least a portion of the pad is at least translucent.

46. (previously presented) A device in accordance with claim 45, further comprising indicia, formed on the bottom surface of the pad, and visible through the pad.

47. (previously presented) A device in accordance with claim 37, further comprising:

an item, disposable on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a portable television.

48. (previously presented) A device in accordance with claim 37, further comprising:

a dashboard or console of a vehicle, the pad being disposable thereon.

49. (previously presented) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

a) a pad having a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;

b) the top having a contoured top surface configured to contact and frictionally cling to the item;

c) the top surface including a plurality of protrusions;

d) the bottom having a bottom surface smoother than the top surface and configured to contact and frictionally cling to the vehicle surface.

50. (previously presented) A device in accordance with claim 49, wherein the plurality of protrusions have an uppermost surface area less than a surface area of the bottom surface.

51. (previously presented) A device in accordance with claim 49, wherein the pad is bendable and includes a flexible material configured to conform the pad to changes in the vehicle surface.

52. (previously presented) A device in accordance with claim 49, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

53. (previously presented) A device in accordance with claim 49, further comprising:

indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

54. (previously presented) A device in accordance with claim 49, wherein the top surface

includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

55. (previously presented) A device in accordance with claim 49, wherein the pad includes an expanded vinyl material.

56. (previously presented) A device in accordance with claim 49, wherein the pad includes a polyurethane material.

57. (previously presented) A device in accordance with claim 49, wherein at least a portion of the pad is at least translucent.

58. (previously presented) A device in accordance with claim 57, further comprising indicia, formed on the bottom surface of the pad, and visible through the pad.

59. (previously presented) A device in accordance with claim 49, further comprising:

an item, disposable on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a portable television.

60. (previously presented) A device in accordance with claim 49, further comprising:

a dashboard or console of a vehicle, the pad being disposable thereon.

Cancel claims 61 and 62.

63. (previously presented) A frictional holding device configured to be disposed on a dashboard or console of a vehicle, the device comprising:

a) a pad, disposable on the dashboard or console, having a bottom and a top;

b) the top having a contoured top surface with an uppermost contact surface;

c) the bottom having a lowermost contact surface capable of contacting and frictionally clinging to the dashboard or console;

d) the bottom of the pad being substantially flat and being smoother than the top surface;

e) the lowermost contact surface having a greater surface area than the uppermost contact surface; and

f) an item, disposable on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a portable television.

64. (previously presented) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

a) a pad including a layer of expanded vinyl material having a thickness greater than approximately 0.03 inches, a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;

b) the top having a contoured top surface with an uppermost contact surface configured to contact and frictionally cling to the item; and

c) the bottom having a lowermost contact surface configured to contact and frictionally cling to the vehicle surface.

65. (previously presented) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

a) a pad formed from a layer of polyurethane and having a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;

b) the top having a contoured top surface with an uppermost contact surface configured to contact and frictionally cling to the item; and

c) the bottom having a lowermost contact surface configured to contact and frictionally cling to the vehicle surface.

66. (previously presented) A device in accordance with claim 65, wherein the pad is translucent.

67. (previously presented) A device in accordance with claim 66, further comprising indicia formed on the pad and visible through the pad.

68. (new) A method for releasably securing an item on a vehicle surface without marring or altering the vehicle surface, comprising the steps of:

a) placing a frictional holding pad on the vehicle surface, the frictional holding pad having:

a contoured top surface with an uppermost contact surface;

a lowermost contact surface capable of contacting and frictionally clinging to the vehicle surface without marring or altering the vehicle surface;

the bottom of the pad being substantially flat and being smoother than the top surface;

the lowermost contact surface having a greater surface area than the uppermost contact surface; and

b) placing the item on the uppermost contact surface of the frictional holding pad, the uppermost contact surface of the frictional holding pad frictionally clinging to the item; and

c) removing the item from the uppermost contact surface of the frictional holding pad while the frictional holding pad remains on the vehicle surface.

69. (new) A method in accordance with claim 68, further comprising the step of:

operating a vehicle such that the vehicle surface moves, with the item secured to and moving with the vehicle surface by the frictional holding pad.

70. (new) A method in accordance with claim 68, wherein the lowermost contact surface of the frictional holding pad clings to the vehicle surface more than the uppermost contact surface of the frictional holding pad clings to the item.

71. (new) A method in accordance with claim 68, wherein the step of placing the frictional holding pad on the vehicle surface further comprises the step of:

bending the frictional holding pad to conform the frictional folding pad to changes in the vehicle surface, the frictional holding pad including a flexible material.

72. (new) A method in accordance with claim 68, further comprising the step of:

removing a backing layer from the lowermost contact surface of the frictional holding pad prior to placing the frictional holding pad on the vehicle surface.

73. (new) A method in accordance with claim 68, wherein the item is selected from the group consisting of a cellular phone, sun glasses, eye glasses, a global positioning system, a two-way radio, a personal digital assistant, a writing instrument, a citizens band radio, a walkie-talkie, a camera, a video camera, a video recorder, a CD player, a DVD player, a portable television, and a portable radio.

74. (new) A method in accordance with claim 68, wherein the contoured top surface includes a plurality of indentations.

75. (new) A method in accordance with claim 68, wherein the contoured top surface includes a plurality of protrusions.

76. (new) A method in accordance with claim 31, wherein the upper surface is contoured and includes a plurality of indentations and protrusions.

77. (new) A method in accordance with claim 31, wherein the bottom surface is substantially flat and smoother than the upper surface; and wherein the bottom surface has a greater surface area than an uppermost contact surface of the upper surface.